

PUBLIC LIBRARY IS BECOMING ONE OF THE FINEST IN THE WORLD.

Million Dollars Given by Andrew Carnegie Will Soon Be Expended—New Building Will Be Erected on Old Exposition Site After the World's Fair Closes, and Ten Branches Are to Be Erected—1,000,000 Books Issued in a Year to 60,000 Card Holders.

The St. Louis Public Library, one of the finest institutions of its kind in the United States, will, after the World's Fair period, take rank with the great libraries of the world.

Andrew Carnegie placed \$1,000,000 at the disposal of the library directorate, for the purpose of building a new central library building and branches.

Owing to an ordinance which prevents the old Exposition building from being torn down until after the closing of the Louisiana Purchase Exposition, work on the new central building has been delayed. Next spring, however, work will be begun on one of the branch sites.

At the corner of Jefferson and Lafayette avenues a site, donated by William Barr, the first of the branch libraries, will be located. Fifty thousand dollars will be spent on the building.

The St. Louis Public Library now contains about 175,000 volumes and from 35,000 to 45,000 pamphlets. The institution opened with 5,000 volumes in 1865.

Librarian Frederick M. Crunden took hold of the Public Library in 1877. At that time the shelves had swelled to about 24,000 volumes, and since his advent the progress has been greater.

When opened the library was not a free one. At first the subscription price was \$4 a year, with a life membership fee of \$12. Later the subscription price was lowered to \$2 a year and members under 18 years old were admitted for the nominal sum of \$1 a year.

During the subscription days the membership was never more than 5,000. Sixty thousand persons hold cards to the Public Library now. Last year 1,900,000 books were issued for home reading.

Of the 60,000 persons holding cards, it is said, 25,000 are under 17 years of age. On or about March 18, 1901, Andrew Carnegie, the philanthropic steel magnate, offered to give to St. Louis the same opportunity he was giving many other cities. He offered to give the city money enough to equip a public library second to none. One million dollars was named as the sum that would be forthcoming, providing the city would furnish the site and the library-supporting revenue of \$150,000 a year.

These prerequisites were quickly met. The revenue was raised and public-spirited citizens came to the rescue with a suitable site.

A little band of men connected with the St. Louis Trust Company came forward and bought in the assets of the St. Louis Exposition Company and presented the site for the Carnegie Library.

The Exposition covers the block bounded by Olive, Locust, Thirteenth and Fourteenth streets. The library will be built on the center of the site, and will be surrounded by a park. A half-million dollars will be spent on the new library building. Figuring \$50,000 to each branch library building, it will bring the total number of branches to be built up to ten.

MUSICAL CONSERVATOIRES.

St. Louis Easily Ranks With the Best Eastern Schools in Thoroughness and Detail—Not Necessary to Go Outside of St. Louis for a Finished Musical Education.

ARTISTIC MERIT PLACED ABOVE ALL CONSIDERATIONS.

Conrad's Conservatory of Music has achieved an enviable reputation for thorough and conscientious work, placing artistic merit above every other consideration.

The director, Professor Louis Conrad, is one of the foremost pianists in the West, having appeared at numerous concerts with invariable success. He has gained a national reputation as a composer, his works enjoying the greatest popularity. As a teacher his efforts have been crowned with the most gratifying results, as is shown by the numerous pupils, many of whom are now occupying responsible positions as teachers, who have received their musical education from him.

The members of the faculty are all artists in their respective departments, embracing among them such as Charles Galloway, Carl Becker, P. G. Anton, E. A. Kroeber, Arnold Fessold, and others. Robert Buechel, L. Brockeart, Adolph Willbrandt, Robert Boehmen and their various assistants, violin, cornet, clarinet, flute, guitar, mandolin and guitar.

Conrad's Conservatory, having an elegant and spacious building, with ample premises, is admirably equipped for the numerous concerts, recitals and lectures given during the winter season. Diplomas and medals issued to graduates and post-graduates of this institution are recognized as an evidence of artistic ability.

DIPLOMAS RECOGNIZED AS EVIDENCE OF MERIT.

In 1896 Mr. Clemens Straesberger established on the North Side a conservatory of music, which, under his direction, claims to be the best conservatory west of Chicago. In 1893 a handsome stone building on Twenty-second street and St. Louis avenue was purchased, and in 1901 a South Side branch was established. A modern building will soon be erected at Grand and Shennandoah avenues for use of a school of fine art and opera, commercial courses and conservatory of music. Mr. Straesberger accomplished his great success by insisting on thorough training, with severe examinations for promotion. Mr. E. R. Kroeber is the impartial chairman of the Board of Examiners.

The faculty consists of forty-one excellent instructors. Among them are such artists as Doctor George W. Ernst, G. V. Gish, Ch. Galloway, Sig. Farlati, A. Kalkman, H. Dibble, Mrs. Ernst, Mrs. Lullum, etc. All branches of music are taught, also history, science of music, languages, elocution, etc. From the foundation of instruction to the full development of artistic requirements the curriculum and faculty insure a steady and thorough mastery over the instrument. The Straesberger Conservatory diplomas are recognized everywhere and are a sufficient evidence of the merit of the possessor.

Ensemble classes and classes in all branches a specialty. Private recitals every Monday. Popular and artistic recitals frequently. Concerts at the Odeon and other halls.

EVERY ADVANTAGE GIVEN TO HENNEMAN PUPILS.

The Henneman Vocal College, Alexander Henneman, Director, Miss Ida Hender, a graduate, assistant, is devoted entirely to the study of singing.

His pupils are afforded excellent advantage for a thorough education, the studios, recital hall and musical surroundings being of the highest character. Henneman Hall, 3723 Olive street, is the favorite recital hall of St. Louis.

Mrs. Lulu Woods, studio 2, has studied with Virgil and Mason of New York and Chase of Chicago. She is a pianist of broad culture, and her large class is an evidence of her popularity and ability as a teacher.

Mr. H. B. Maglin, eminent as a pianist and piano teacher, occupies a handsome studio in Henneman Hall. He has devoted his life to a study of the piano and of the methods whereby one may in a mastery over that beautiful instrument.

Mr. Ottmar A. Moll, concert pianist and teacher, has been connected with Henneman Hall for five years. Mr. Moll is also director of the choral department of the Robinson Club, and has been a member of the Choral-Symphony, the Liederkreis and other prominent musical societies.

Mrs. J. A. Priest Leland, pianist, occupies suite 25. She was among the leading pianists of New York City, where she went to complete her studies. After a successful concert tour, she returned to St. Louis, where she is recognized as a thoroughly capable teacher.

BEETHOVEN CONSERVATORY IS ONE OF THE BEST.

Established in 1871, has for the past thirty-three years enjoyed the reputation of being the best musical institution in the West, and is to-day considered among the leading music schools in the country. Hundreds of excellent musicians, both instrumentalists and vocalists, have graduated from this conservatory and attest the superiority of this school from all others of a similar character.

The Brothers Epstein at the head of the piano department, have an international

STUDIED TWENTY YEARS WITH THE MUSIC MASTER.

reputation as teachers of the first rank, and are assisted by many artists of experience and capabilities. Mr. E. A. Taussig, the head of the vocal department, has proven by his work that he is one of the most prominent vocal teachers in the United States. Messrs. C. Jacob and C. Tholl at the head of the violin department are second to none in their profession and have done admirable work at this institution.

The Beethoven Conservatory building at 2301 Locust street, is considered one of the architectural features of St. Louis, and the suite of rooms at the West End branch at the Odeon, corner Grand and Finney avenues, is admired by the large number of pupils who attend from that section of the city.

Complete catalogues of the Beethoven Conservatory can be had by applying to the Brothers Epstein, No. 2301 Locust street, St. Louis, Mo.

The Welter Conservatory of Music at No. 2544 Page boulevard, was founded in 1897, and is said to be one of the most rapidly growing music schools in America. Frank Welter, the director, is a pianist, composer and teacher of international reputation.

Mr. Welter prepared himself for the great work before him by studying twenty years with the greatest masters of America and Germany.

His eminent qualifications as concert pianist and composer naturally give him the ability to raise his scholars to a high artistic standard.

To illustrate the phenomenal growth of the Welter Conservatory it is merely necessary to state that in the year 1902, 150 scholars were enrolled in piano, composition and harmony.

Katherine Mulroy (of the main piano department) have about seventy-five scholars each.

The faculty of the Welter Conservatory consists of twenty-five eminent instructors, including such names as:

Among the advantages derived by scholars attending the Welter Conservatory are the semi-monthly recitals and piano recitals held in the conservatory.

As a result of the banner season of the Welter Conservatory, many candidates for graduation are enrolled for the coming year, and it is anticipated to be held at the Odeon, next June.

MRS. HUGHES' LECTURES PROVE A GREAT SUCCESS.

Through her pupils and her work as president of the United Musical Club, Mrs. A. S. Hughes is thoroughly well known as an artist in teaching piano, theory and harmony. She possesses in a marked degree the ability to develop within her pupils the subtle power of musical interpretation and a consequent artistic appreciation of the master creations in music.

She has associated with her such artists as Mr. Charles Galloway, Miss Agnes Gray, Mrs. George D. Carrie and Mrs. Theresa Smith-Gorb.

There are kindergarten, primary, academic and collegiate courses, leading to certificate, or diploma.

Those who have received in her home, where they have the best aesthetic, cultural and domestic home influence, and are charmed by lectures, recitals and art studios of the city.

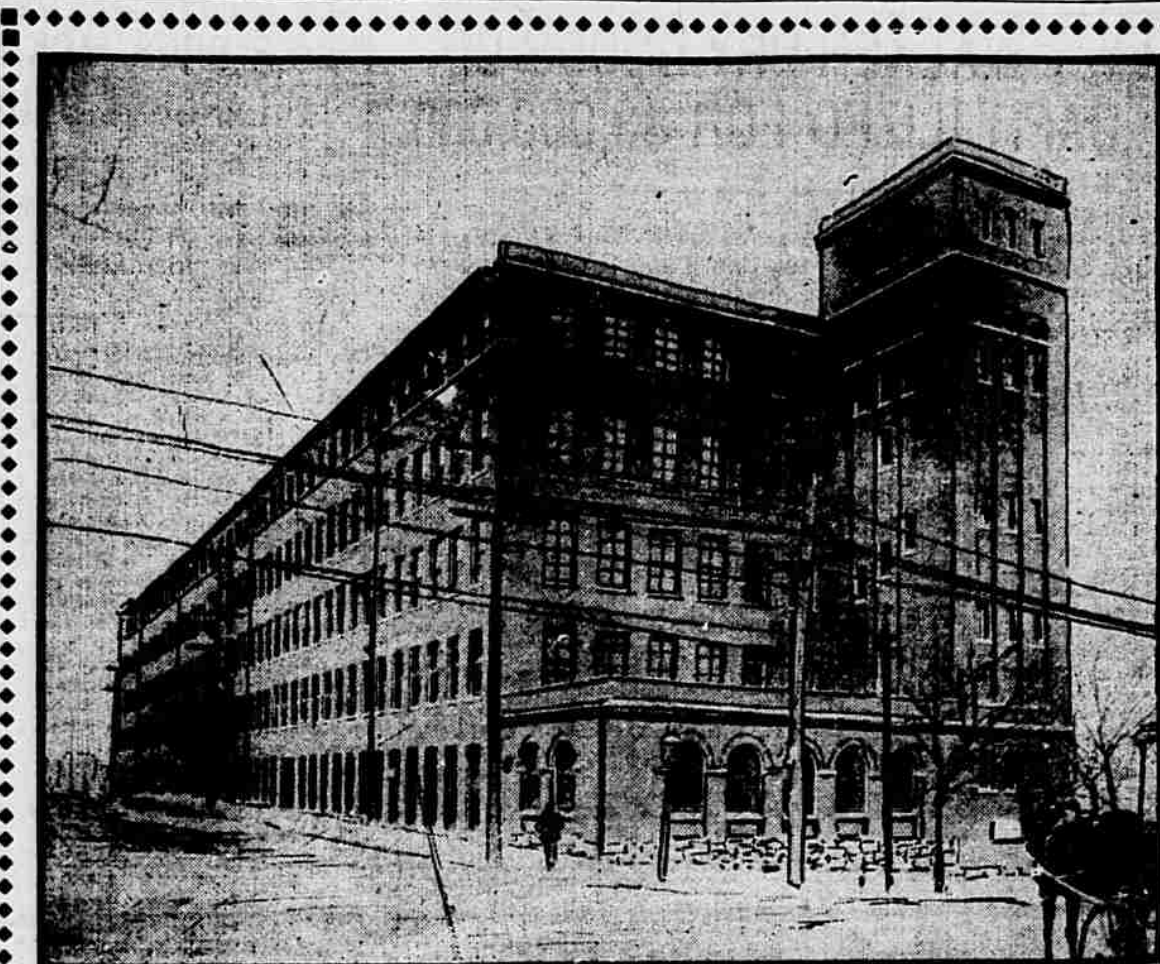
From time to time Mrs. Hughes delivers lectures on music before music clubs and seminars, and as they are accompanied by her own pupils, they prove of inestimable value to teachers and students, and are delightfully entertaining to all.

A tour of the Southwest, and possibly will come to the city for a short time. This school offers a course of instruction to the music-loving public.

PERRY SCHOOL OF ORATORY
AND DRAMATIC ART.

As soon as the Y. M. C. A. building, Grand and Franklin avenues, was completed, six years ago, Mr. Edward P. Perry, principal of the School of Oratory, secured a suite of rooms including recital hall, and the building, and has seen his efforts rewarded by a constantly increasing interest in the line of culture which his school represents.

Some attend this school to be able to acquire self-possession and a facile manner in society, others that they may be able to meet the demands upon them in the most forceful and graceful way, and men and women in almost all pursuits of life who find in the school an able to meet the demands upon them in the most forceful and graceful way, and men and women in almost all pursuits of life who find in the school an able to meet the demands upon them in the most forceful and graceful way.



Roberts, Johnson & Rand's new shoe factory at the corner of Mississippi avenue and Hickory street.

CITY'S BUSINESS GREATLY EXTENDED

Year 1903 Has Strengthened St. Louis' Reputation in All Branches of Industry.

ADVANTAGES OF PUBLICITY.

Increase of 10 Per Cent in Wholesale Trade—Growth of Manufacturing Interests—Retail Lines Growing.

Upon the subject of the general business outlook for St. Louis, William Flewellyn Saunders, secretary of the Business Men's League, writes as follows:

"The year 1903 has greatly extended the commercial reputation as a city of remarkable manufacturing productivity and distributing advantage, but it has also made the city known and felt throughout the world as one of the four great cities of the United States, and the greatest one in the country west of the Mississippi River."

"Everything done in St. Louis in 1903, whether in trade or in civic matters, has been told by the trumpet of such advertising as the year has produced. Publicity directed attention to the city in every quarter of the globe, but the business organizations of the city have spent energy and money in intelligent, far-reaching advertising of the city."

"It is worth remembering now by all of us that every educated man and woman in the world has this year read something about St. Louis. Many foreigners who have not yet seen the city are already familiar with it more than most of the city's own people."

"It is very well, then, that the people who have been telling about St. Louis during the year have had a good deal to say about the city's own people."

"The new year the buildings put up in 1903 will have cost \$14,000,000. The buildings erected in 1902 cost \$12,854,555, and in 1901 there was spent \$13,367,591 in buildings. This \$40,000,000 is more than was spent in building for the whole five years before that. The World's Fair building will be done early in the spring. The new office buildings, the new houses and dwellings of different kinds will go up all through the year."

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ROBERTS, JOHNSON & RAND SHOE CO. SCORE GREAT SUCCESS IN FOUR YEARS.

Started With \$250,000 in 1899, but Rapid Increase in Trade Brought Capitalization Up to \$2,000,000 in 1903—"House That Gained a Million in Seven Months."

When the Roberts, Johnson & Rand Shoe Company was organized in 1899 its capital stock was \$250,000. That was sufficient to begin the business with, but within a few months so great had become the volume of sales that larger capitalization was demanded to care for the increase. More capital was put into the business. The growth of the business continued at such a rate that an almost annual increase of capital was found necessary, and to-day, with \$2,000,000 fully paid stock, the company is the heaviest capitalized shoe house in the world.

Roberts, Johnson & Rand is known as "the house that gained a million in seven months," a distinction which places it in the foremost rank of energetic, up-to-date, upright mercantile institutions of the new world. For the benefit of those who may not understand without further explanation, it may be proper to say that in the first seven months of the year 1903 the firm's sales were \$1,015,500.15 more than they were during the first seven months of the year preceding. The gain broke all previous records of gains, and when it is considered that the firm is not yet six years old, the facts are made all the more remarkable. In the entire business world it is doubtful if the splendid showing of the company has ever been equaled. It seems certain that it has never been surpassed.

When the company was organized a line of policy was set upon by the members. To a strict adherence to that line is due, in a great measure, the wonderful property that has come to the firm, and the additional fame that has been added to St. Louis as a great commercial metropolis as a result of the company's success.

It has been a sufficient feat to stand second in the world in the shoe business, and to have a body of men. The officers of the company themselves are young, able and energetic. So far as possible they have chosen to assist them in carrying on their business men of whom the same can be said. They are all hard workers.

The company has sixty-five salesmen on the road, and nearly all of them are stockholders in the company. They cover the best portion of the United States and they have made warm friends for the company in every nook of the country. Employees of the company at home are also given stock in the concern, and it is hardly necessary to say that the policy has linked the interests of the company and its employees.

Usually statistics are dry, but here are a few that will prove absorbing to everybody. The company will take the time to study them for a moment. During its first year in business the Roberts, Johnson & Rand Shoe Company shipped \$1,532,431 worth of goods. The second year the shipments advanced to \$2,225,429, and the third year they were \$3,354,155. In the fourth year they passed the \$4,000,000 mark, going to \$4,001,419, and in the fifth year they reached \$4,005,500. From March 10, 1903, to September 10, 1903, which represents the first six months of the company's business year, it shipped \$4,000,255.20 worth of goods, which indicated a business for the year beginning March 10, 1903, of \$8,000,000, or a gain of \$2,000,000 over the previous year. The company's wonderful gain in the first six months of 1903 as compared with the same months in 1902 is shown by the following figures:

January, 1902, over January, 1903, \$1,572,120
February, 1902, over February, 1903, \$1,231,214
March, 1902, over March, 1903, \$1,231,214
April, 1902, over April, 1903, \$1,231,214
May, 1902, over May, 1903, \$1,231,214
June, 1902, over June, 1903, \$1,231,214
July, 1902, over July, 1903, \$1,231,214
August, 1902, over August, 1903, \$1,231,214
September, 1902, over September, 1903, \$1,231,214
October, 1902, over October, 1903, \$1,231,214
November, 1902, over November, 1903, \$1,231,214
December, 1902, over December, 1903, \$1,231,214
Total, 1902, over 1903, \$1,231,214

The salesrooms and offices of the company are at 225, 227 and 229 Washington avenue. A modern nine-story brick and granite building, 70x150 feet in dimensions. Its factories are at Thirteenth and Mulanphy streets, Hickory street and Mississippi avenue, St. Louis; Auburp, N. Y., and Hannibal, Mo. The factory at Hickory street and Mississippi avenue, now under course of construction, will have a capacity of 8,000 pairs of shoes daily. It will employ 1,500 persons and will be equipped with the finest and most modern machinery known to the shoe manufacturing world. When the new factory is completed the company will then own and exclusively control factories that will give it a capacity of 80,000 pairs of shoes a week.

The Roberts, Johnson & Rand Shoe Company is one of the institutions that St. Louis takes particular pride in pointing out to visiting merchants and others who come to the city from every part of the country. The firm's success has added to the city's renown and is but an evidence of what ability, energy and integrity will accomplish in the world of commerce when properly applied.

The president of the concern is J. Johnson, the vice president, J. C. Roberts, the secretary, E. E. Rand, and the treasurer, O. Johnson. Every one is a thorough shoe man, and the company has exercised care in selecting thorough shoemen for

the heads of their various departments. Merit among its employees has never gone unrewarded. The company pays strict attention to its men and is quick to realize when promotion has been earned. Its success attests the wisdom of its policies adhered to in the conduct of its immense business.

LE PRELLE SHOE COMPANY'S SPLENDID EXPANSION.

There is probably no business institution in St. Louis or the West that begins the year 1904 with brighter prospects than the Le Prelle Shoe Company, and it is probable, too, that none have assurances of a greater percentage of increased business. The company has just celebrated the third anniversary of its business career, and within that period it sold and shipped more than \$6,000,000 worth of goods, a record probably unparalleled by any other shoe house in the world.

Since its organization the company has built, equipped and bought three factories, the last being the Mound City factory, which has a reputation for making the best sporting goods in the world, and which is the largest manufacturer of this line of goods in the world. The Le Prelle Shoe Company will keep the quality fully up to that so long maintained by the Mound City factory.

With the additions made to its factory plants and the reconstruction improvements the company will be able to increase the output the coming year fully 50 per cent over that of the year 1903. The company intends making a specialty of men's Western wear. The factory in which these have been manufactured in the past has been in operation but a single year, yet so popular have the goods become that the company's business on men's fine shoes has increased 1,000 per cent during that brief period. The splendid success is a demonstration of the demand for St. Louis-made shoes, a monument to the company that produces them.

Different lines of shoes are turned out of the company's factory, at Jefferson City, and from its Mulanphy factory. Its women, misses and children, men, boys' and youths' little girls' McKays' have made a reputation for the firm in medium-priced goods, which, it is figured, will certainly insure a 50 per cent increase of business for the year to come. The capacity of the company is growing constantly and rapidly, and enables it to take care of its trade, and at the same time give it the best possible service for the least money.

Le Prelle, president of the company, has had twenty-eight years' experience in the shoe business in St. Louis. There is possibly no man in the country to-day who is more familiar with the trade and who is more alert in realizing the wants of the trade in his line of business. He is widely known throughout the country, and to this fact is probably due a large proportion of the success of the goods upon which the stamp of his company is placed.

The company employs fifty traveling salesmen, a large force of men in its offices and salesrooms at the northeast corner of Eleventh and Main streets, St. Louis, and 1,000 people in its factories. It is one of the most rapidly-growing institutions not only in St. Louis, but the entire West, and its standing in the business world is second to none. Its brilliant success, after a career of three years, indicates what may be anticipated from it in the future. St. Louis appreciates it and will reward it with a future growth and success with pride, because it is such institutions that make and build up and cover a city with fame in commercial affairs.

HAMILTON-BROWN SHOE CO. EMPLOYS 6,000 PERSONS.

The firm of Hamilton, Brown & Co. was established in 1872 with a cash capital of \$25,000. Business the first year, \$25,000; number of salesmen, three. What a contrast with the present record—from three salesmen to seventy-five; from \$25,000 to \$1,500,000; from shipments of \$25,000 to over eight millions annually. The demand for "Ladies' Own Make \$2.50 Shoe" grew with such rapidity that from two floors in 1888, the close of 1893 will see five galleons in operation in St. Louis, giving employment to 5,000 people, covering a floor space of over eleven acres, and with a capacity of 10,000 pairs daily. This enormous capacity means shipments of ten millions for 1904, and gives solid backing to the firm's statement that they are going to please as much by the promptness of their shipments as with the quality of their shoes. The officers and directors are as follows: A. D. Brown, president; W. F. McElroy, vice president; R. F. Spencer, treasurer; H. L. Brady, secretary; Chauncey Leidy, William M. Sloan and J. M. Sloan. The firm does business in all States and Territories, save New England States. Their gain for this year amounts to \$1,500,000.

MANY LINES FORM SUBURBAN SYSTEM

Originally St. Louis Cable and Western, Operated From Sixth and Locust Streets to Narrow Gauge Depot.

NOW HAS 93 MILES OF TRACK.

Work of Reconstructing Entire Roadbed Was Begun in 1902 and the Greater Portion Is Now Completed.

The officers of the company are: President, Mr. Julius S. Walsh, Jr.; vice president, Mr. Julius S. Walsh, Jr.; general superintendent, Mr. John Mahoney; secretary-treasurer, Mr. E. P. Sommer.

The directors are Mr. Julius S. Walsh, Mr. S. M. Kennard, Mr. Breckinridge Jones, Mr. Charles H. Huttig, Mr. William F. Nolker, Mr. C. Marquard Forster, Mr. William D. Orthwein, Mr. Harrison I. Drummond and Mr. Ben Altheimer.

The St. Louis and Suburban Railway system consists of over ninety-three miles of track in the city and county, viz: The St. Louis and Suburban main line, Union avenue line, Florissant line, Ferguson line, Kirkwood line from De Hodiamont to Kirkwood via Clayton, the Forest Park line, between Brentwood and Forest Park, the Meramec line, from Fourth and